

Message Text

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PAGE 01 MILAN 00670 021743Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----000720 021745Z /53

R 021600Z MAY 78
FM AMCONSUL MILAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 5969
AMEMBASSY PARIS
AMEMBASSY ROME

UNCLAS MILAN 0670

PARIS FOR GUIDY, USTRAVEL SERVICE

EO 11652: N/A
TAGS: BEXP, IT
SUBJECT: FINAL TELEGRAM: VISIT USA TOURISM SHOW, MILAN TRADE CENTER

1. NAMES OF EXHIBITION: VISIT USA
EXHIBITION/CINEMA
2. PLACE AND DATE: MILAN, ITALY: 14-23 APRIL 1978
3. NUMBER OF PARTICIPANTS: 13
4. SALES DURING EVENT: N/A
5. TOTAL VISITORS: 54,554
6. WITH THE DIRECT SUPPORT OF THE US TRAVEL SERVICE AND THE VISIT USA
COMMITTEE IN ROME, CONGEN MOUNTED AN EXHIBIT CUM FILM
PROJECTIONS WHICH COINCIDED WITH THE ANNUAL MILAN SPRING FAIR,
THE LARGEST OF THE YEAR. THIS WAS THE SECOND MAJOR EFFORT AT
PROMOTING THE U.S. AS A TOURIST DESTINATION HELD IN MILAN
IN THE LAST FIVE MONTHS.

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7. TWO PRINCIPAL TARGETS WERE ACHIEVED. OVER FIFTY INDIVIDUALS
REPRESENTING THE LOCAL TRAVEL TRADE ATTENDED THE INAUGURAL
CEREMONY AND LUNCH (14 APRIL). THE CONSUL GENERAL AND THE
REGIONAL DIRECTOR OF THE US TRAVEL SERVICE (USTS) DESCRIBED
THE OPEN, VARIED AND REACHABLE US TOURIST MARKET.
FOLLOWING THE SHOWING OF A NEW USTS MOVIE, LUNCH WAS HELD
IN THE EXHIBIT AREA. EACH GUEST RECEIVED A KIT CONTAINING

TRAVEL INFORMATION SUPPLIED BY THE USTS AND THE THIRTEEN PARTICIPATING COMPANIES.

8. THE SECOND TARGET, THE GENERAL PUBLIC, CAME IN DROVES DURING THE NEXT NINE DAYS. WITH DIRECT ACCESS INTO HALL 14 OF THE MILAN FAIRGROUNDS, OVER 54,000 PEOPLE CAME TO SEE THE INDIVIDUAL COMPANY EXHIBITS, AND VIEW THE CONTINUOUS PROJECTION OF OVER 20 US TRAVEL DOCUMENTARIES. A TRAVEL AGENCY MANNED AN INFORMATION BOOTH WHICH SERVED FOR DISTRIBUTION OF BROCHURES AND FOR ANSWERING SPECIFIC QUERIES.

9. ALTHOUGH THE PHYSICAL ASPECTS OF MOUNTING THIS EXHIBITION WERE MORE DIFFICULT THAN ANTICIPATED, THE OVERALL RESULTS WERE WELL WORTH THE EFFORT. LOCAL TRAVEL EXPERTS HAVE INDICATED THE EXISTANCE OF A VAST NEED FOR MORE SPECIFIC INFORMATION ON US TRAVEL DESTINATIONS AND FACILITIES. THIS STEMS FROM TWO MAIN FACTORS, THE REDUCTION OF THE COSTS OF GOING TO THE U.S. RELATIVE TO OTHER COUNTRIES AND THE PUBLIC DESIRE TO EXPLORE NEW TERRITORIES.

10. POST CONCLUDES THAT THIS SHOW MADE A SIGNIFICANT CONTRIBUTION TO FULFILLING THE NEEDS OF BOTH THE LOCAL TOUR ORGANIZERS AND THE GENERAL PUBLIC.FINA

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MILAN00670
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780187-0259
Format: TEL
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197805102/aaaadjir.tel
Line Count: 85
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0b38d593-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2519461
Secure: OPEN
Status: NATIVE
Subject: FINAL TELEGRAM: VISIT USA TOURISM SHOW, MILAN TRADE CENTER
TAGS: BEXP, IT
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/0b38d593-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014